

ABSTRACT OF THE DISCLOSURE

To suppress the degradation of the image quality of movies that are displayed on an image display device.

A projector having a DVD playback function is configured. In case where movie data that was read out from a DVD comprises a movie film having a frame rate of 24 (fps), a frame rate conversion unit 22 converts the frame rate from 24 (fps) to the triple i.e. 72 (fps) without performing a 2 to 3 pull down telecine conversion. In addition, the driving frequency of a liquid crystal panel 32 is also switched to 72 (Hz) according to the conversion of frame rate.